

**REMARKS/ARGUMENTS**

Claims 4 and 20-34 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Wilz, Sr. et al. (U.S. Patent No. 6,152,369) in view of Kaufman et al. (U.S. Patent No. 6,070,805). Claims 4, 22, 25, 33 and 34 have been cancelled; and claims 20, 24, 28, 29, 31 and 32 have been amended herein to clearly differentiate over the teachings of the cited references.

All of the amended claims now recite a code image comprising a data area based on address information as well as at least one of a parity area based on parity information, a reference area based on information on a base color or base shade and/or a control area based on information on a command or service; and/or the recitation that the code image or each of the parity area, the reference area and the control area, as well as the data area, is formed of at least one or more cells in which each of which one of at least three kinds of colors or shades are represented based on each information. These novel recitations in the amended claims are not rendered obvious by the teachings of the cited references, taken individually or in combination.

In paragraph 2.5 of the Office Action, the Examiner states that Wilz discloses that the code image comprises at least one or more among a parity area, a reference area and a control area. Referring to the description from column 22, line 46, to column 23, line 8, and Figures 6A and 6B of Wilz, however, only a URL-encoded bar code symbol is represented as a bar code in an information display field 38B, and information on a title, a description, and a date are represented as characters in a title field 38C, a description field 38D, and a date field 38E, respectively.

The information display field 38B corresponds to a data area of the present invention. However, it is noted that none of the title field 38C, the description field 38D, and the date field 38E corresponds to a parity area, a reference area, or a control area of the present invention.

Thus, Wilz fails to disclose or suggest that a code image comprises not only the data area based on address information but also at least one among the parity area based on parity information, the reference area based on information on a base color or base shade, and the control area based on information on a command or service, as recited in the claims, as amended herein.


Also, Wilz fails to disclose or suggest the additional novel recitation in the claims that the code image or each of the parity area, the reference area and the control area, as well as the data area, is formed of at least one or more cells in each of which one of at least three kinds of colors or shades is represented based on each information.

The patent to Kaufman et al. was cited by the Examiner for its disclosure of a barcode with three kinds of colors or shades. Other than this disclosure, Kaufman et al. fails to supply the deficiencies of Wilz with respect to the novel recitations in the claims as amended herein.

In view of the above amendments and remarks, it is submitted that all of the claims as amended in the present application should now be in allowable form. Formal allowance of these claims is earnestly solicited.

Respectfully submitted,

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